

DISPLAY TERMINAL TERMS AND CONDITIONS

INPUT



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# DISPLAY TERMINAL TERMS AND CONDITIONS

Prepared For:  
IBM CORPORATION

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INPUT

## ABSTRACT

### DISPLAY TERMINAL TERMS AND CONDITIONS

This report provides terms and conditions of major vendors in the display terminal market. Terminals for the 3270-compatible market receive the primary focus, but those for the ASCII market, as well as those marketed by small and large system vendors are also covered. Areas included are:

- Baseline pricing.
- Discounts.
  - Quantity.
  - Lowest/very large quantities.
  - Volume.
- Other discount.
- Leasing.
- Maintenance.
- Competition.
- Technology improvements.



## DISPLAY TERMINAL TERMS AND CONDITIONS

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## DISPLAY TERMINAL TERMS AND CONDITIONS

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## I INTRODUCTION



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## I INTRODUCTION

- This report was prepared by INPUT as a custom study for the IBM Corporation.
- It is an extension of similar custom studies done by INPUT for IBM in August and November of 1979.
- The objective of this study is to identify the terms and conditions for display terminals in the United States' marketplace. The areas covered included:
  - Baseline pricing.
  - Discounts.
    - . Quantity.
    - . Lowest/very large quantities.
    - . Volume.

- Other discount.
  - Leasing.
  - Maintenance.
  - Competition.
  - Technology improvements.
- Companies to be interviewed were selected in consultation with IBM. Twenty companies were interviewed, divided as follows:
    - 3270-compatible terminals (10).
    - ACSII terminals (6).
    - Small system vendors (2).
    - Large system vendors (2).
    - The specific companies interviewed are listed in Exhibit I-1.
  - Respondents were interviewed by telephone in November 1982. Interviewees were knowledgeable representatives of their firms. Titles included are shown in Exhibit I-2.
  - IBM was not identified as the client for the study. Respondents were informed at the beginning of the interview that all information they were to give was to be kept confidential and used for statistical purposes only.
  - The questionnaire was developed jointly by INPUT and IBM, and approved by IBM. (A copy of the questionnaire is in the Appendix.)



## EXHIBIT I-I

### VENDORS INTERVIEWED

- 3270-Compatible
  - Beehive
  - Control Concepts
  - Data Media
  - Decision Data
  - ICOT
  - ITT/Courier
  - Lee Data
  - Northern Telecom
  - Raytheon
  - Telex
- ASCII
  - Ann Arbor
  - Intelligent Systems Corporation
  - Lear Siegler
  - SOROC
  - Televideo
  - Visual Technology
- Small Systems
  - Data General
  - Digital Equipment
- Large Systems
  - Burroughs
  - NCR

## EXHIBIT I-2

### RESPONDENT TITLES

- Product Marketing Manager
- Marketing Manager
- Manager - Marketing Support
- Director - Product Marketing
- Manager - Advertising
- Director - Marketing
- Vice President - Marketing
- Product Manager
- Marketing Specialist
- Regional Manager (formerly at headquarters)

- For consistency, vendors were requested to supply information on specific types of hardware.
  - All types of vendors were questioned on mono and color displays.
  - 3270-compatible vendors were also questioned on controllers and their most popular printer.
  - The equipment descriptions are summarized in Exhibit I-3.
- In order to maintain confidentiality, vendors are identified by code. The codes for pricing and quantity discounts are uniform (i.e., Vendor "A" refers to the same vendor in all pricing and quantity discount exhibits in a chapter).
  - In other exhibits, the codes have been scrambled.
- Information developed has been tabulated and arrayed or summarized at the direction of IBM and forms the basis for the remaining chapters of this study. A progress report of most of the material contained in Chapters II and III was presented orally to IBM staff at White Plains on November 17, 1982.
- A draft of this final report was reviewed by IBM in December 1982 prior to issuance.
- The remaining chapters are organized as follows:
  - Chapter II: 3270-Compatible Terminals.
  - Chapter III: ASCII Terminals.
  - Chapter IV: Small System Vendors.
  - Chapter V: Large System Vendors.



## EXHIBIT I-3

### EQUIPMENT/VENDOR FOCUS

<u>EQUIPMENT</u>	<u>VENDOR TYPE</u>
1920 characters, 15" mono display with typewriter keyboard up to 87 keys.	All
1920 characters, 12" mono display with same keyboard.	All
Color display with same keyboard.	All
Remote control unit equipped for 8 mono displays.	3270-Compatible
Remote control unit equipped for 8 color displays	3270-Compatible
Most popular display associated printer	3270-Compatible

- In the matrix exhibits the following conventions are used.
  - A blank in the matrix indicates that a respondent was unable or unwilling to provide information.
  - N/A means "not applicable" (e.g., for questions pertaining to a product not offered).



## II 3270-COMPATIBLE TERMINALS





# EXHIBIT II-I

## BASELINE PRICING DATA - I: 15" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A <sup>1</sup> A <sub>2</sub> A <sub>3</sub> A	<u>3 Models:</u> \$2,500 \$3,100 \$3,700	2 year	\$75	\$12 \$25 \$29	Negotiated On An Individual Basis	
		2 year	\$150			
		2 year	\$210			
B <sup>1</sup> B <sub>2</sub> B	<u>2 Models</u> \$2,016 \$3,026	2 or 3 year	\$81	\$14 \$16	5 5	\$81 \$92
		2 or 3 year	\$92			
C	\$2,100	2 year	\$77	\$21	3 5	\$77 \$54
		3 year	\$71			
D	\$2,000 (Phasing 15" Mono Model Out Soon)	No Lease Offered	N/A	\$22-25	No Lease Offered	N/A
E	\$3,350	2 year	\$105	\$135	2 (With 10% Buy Out)	\$70
F	\$2,570	3 year	\$92	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase

EXHIBIT II-I (continued)

BASELINE PRICING DATA - I: 15" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
G	\$2,800	3 mo. trial 2 year 3 year 5 year	\$104 \$87 \$80 \$69	\$20	3 or 5	\$96 \$66
H	3 Models: \$1,775 \$2,450 \$2,456	2 year 2 year 2 year	\$61 \$75 \$77	\$11 \$12 \$13	Can be done. Info. not avail- able	Can be done. Info. not avail- able
I	4 Models: \$1,870 \$1,990 \$2,120 \$2,330	1 yr. 3 yr. 1 yr. 3 yr. 1 yr. 3 yr. 1 yr. 3 yr.	1 Yr 3 Yr \$67 \$53 \$71 \$57 \$76 \$61 \$83 \$67	\$16 \$17 \$18 \$19	No lease offered	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-2

BASELINE PRICING DATA - 2: 12" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$2,750	2 year	\$80	\$20	Negotiated On An Indivi- dual Basis	
B	None Offered	N/A	N/A	N/A	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	\$1,695	No Lease Offered	N/A	\$20	No Lease Offered	N/A
E <sup>1</sup>	<u>Two Models:</u> \$2,350	2 year	\$70	\$125	2 (With 10% Buy Out)	\$50
E <sup>2</sup>	\$2,545	2 year	\$76	\$125	2 (With 10% Buy Out)	\$50

EXHIBIT II-2 (continued)

BASELINE PRICING DATA - 2: 12" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
F	\$2,395	3 year	\$87	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase
G	\$2,400 (13 inch)	3 mo. trial 2 year 3 year 5 year	\$90 \$76 \$69 \$61	\$18	3 or 5	\$82 \$56
H	None Offered	N/A	N/A	N/A	N/A	N/A
I	None Offered	N/A	N/A	N/A	N/A	N/A
J	2 models: \$1,500 \$1,750	No lease available No lease available	N/A N/A		N/A N/A	N/A N/A



EXHIBIT II-3

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$3,700	2 year	\$110	\$25	Negotiated On An Indivi- dual Basis	N/A
B	\$3,936	2 or 3 year	\$123	\$22	5	\$123
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	\$3,195	No Lease Offered	N/A	\$25	No Lease Offered	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-3 (continued)

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
F	None Offered	N/A	N/A	N/A	N/A	N/A
G	\$3,100	3 mo. trial 2 year 3 year 5 year	\$130 \$86 \$83 \$80	\$16		
H	\$3,035	2 year	\$99	\$21	Information not available	Information not available
I	None Offered	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A

BASELINE PRICING DATA - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$5,000	2 year	\$200	\$30	Negotiated On Indivi- dual Basis	Negotiated On Indivi- dual Basis
B	\$10,848	2 or 3 year	\$351	\$74	5	\$351
C	\$2,300	2 year 3 year	\$85 \$78	\$33	3 5	\$85 \$60
D	Built Into Unit	N/A	N/A	N/A	N/A	N/A
E	Included In Mini- Cluster Only	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-4 (continued)

BASELINE PRICING DATA - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
F	\$6,000	3 year	\$210	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase
G	\$4,300 (Handles mono & color)	3 mo. trial 2 year 3 year 5 year	\$160 \$137 \$125 \$110	\$23	No answer	No answer
H	\$2,900	2 year	\$116	\$22	Information not available	Information not available
I	\$3,200	1 year 3 year	\$114 \$89	\$18	No lease available	N/A
J	2 Models: \$5,800 \$7,600	No lease Offered	N/A	Approx. \$90	N/A	N/A

# EXHIBIT II-5

## BASELINE PRICING DATA - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$5,000	2 year	\$200	\$30	Negotiated On Individual Basis	Negotiated On Individual Basis
B	\$10,848	2 or 3 year	\$351	\$74	5	\$351
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	Built Into Unit	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A



EXHIBIT II-5 (continued)

BASELINE PRICING DATA - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
F	\$1,495	3 year	\$54	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase
G	\$11,800 (color & mono)	3 mo. trial 2 year 3 year 5 year	\$414 \$352 \$334 \$292	\$74	No answer	No answer
H	\$2,900 (Same model as for mono unit)	2 year	\$116	\$22	Information not available	Information not available
I	None Offered	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-6

BASELINE PRICING DATA - 6: PRINTERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A <sup>1</sup> A <sup>2</sup>	\$900 (120 CPS)	2 year	\$50	\$22	Negotiated On Indivi- dual Basis	Negotiated On Indivi- dual Basis
	\$5,000 (150 CPS)	2 year	\$185	\$40		
B	\$6,528 (180 CPS)	2 or 3 year	\$217	\$51	5	\$51
C	\$805 (150 CPS)	2 year	\$153	\$40	3	\$143
	\$3,995 (Cluster)	3 year	\$132		5	\$100
D	None Offered	N/A	N/A	N/A	N/A	N/A
E	\$790 (80 col.)	2 year	\$24	\$40	2 year (With 10% Buy Out)	\$20

EXHIBIT II-6 (continued)

BASELINE PRICING DATA - 6: PRINTERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
F	None Offered	N/A	N/A	N/A	N/A	N/A
G	2 Models: \$3,700 (150 CPS bidirectional)	3 mo. trial	\$169	\$45	No answer	No answer
		2 year	\$147			
		3 year	\$137			
		5 year	\$120			
	\$4,700	3 mo trial	\$224	\$56	No answer	No answer
		2 year	\$195			
		3 year	\$180			
		5 year	\$150			
H	\$5,200	2 year	\$200	\$52	Information not available	Information not available
I	\$3,200	1 year 3 year	\$115 \$92	\$40	No lease available	No lease available
J	None Offered	N/A	N/A	N/A	N/A	N/A

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)				CHANGES SEEN
	SOLD TO:			LEASE TO END USER	
	END USER	LEASING COMPANY			
A	80	20		0	More Leasing
B	20	0		80	More Buying
C	100	0		0	More sales through distributors
D	10	60		30	Follow IBM's lead generally. (If they make lease attractive, so do we, increasing leases.)
E	No Answer	No Answer		No Answer	Trying to phase out leasing by making purchase more attractive

EXHIBIT II-7 (continued)

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)			CHANGES SEEN
	SOLD TO:		LEASE TO END USER	
	END USER	LEASING COMPANY		
F	95	5	Don't Know (Just started)	OEM will decrease to 35%. End user will increase to 15%. Leasing companies will increase to 10%. Distributors will remain the same at 40%.
G	95 (this office)	5	0	No answer
H	45	0	55	None
I	No Answer	No Answer	No Answer	No Answer
J	100	0	0	Not sure. This terminal introduced only 30 days ago. (October)



EXHIBIT II-8

LARGEST DISCOUNTS  
(KEYED TO EXHIBIT II-1)

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PRICE (PURCHASED OVER 2 YEARS)		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	No Answer	No Answer	No Answer	Negotiable At This Volume	Negotiable At This Volume	Negotiable At This Volume
B <sup>2</sup>	\$2,572	15%	100+	\$2,572	\$2,572	\$2,572
C	No Answer	No Answer	No Answer	No Answer	No Answer	No Answer
D	No Answer	No Answer	No Answer	No Answer	No Answer	No Answer
E	All Units	15%	100	No Answer	No Answer	No Answer

EXHIBIT II-8 (continued)

LARGEST DISCOUNTS  
(ITEM CODES FROM EXHIBIT II-1)

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PRICE (PURCHASED OVER 2 YEARS)		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
F	\$880* (List=\$1300)	No Answer	1	Negotiable Above 30%	Negotiable Above 30%	Negotiable Above 30%
G	\$1,850** (list=\$2,400)	Approx. 24%	65	Negotiable at this volume	Negotiable at this volume	Negotiable at this volume
H	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A
I	No answer	No answer	No answer	No answer	No answer	No answer
J	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A

\*=ASCII terminal

\*\*=Variant of product in Exhibit II-1

**QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS**  
**(KEYED TO EXHIBIT II-I)**

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A <sup>1</sup> , A <sup>2</sup> , A <sup>3</sup>	Less than 100 Greater than 100		Negotiable 15%	1 year 1 year	No Discounts on lease	N/A	0%
B <sup>1</sup> B <sup>2</sup>	Purchase Price Is Already Discounted Greater than 100		0%  15%	  1 year	No Discounts On Lease	N/A	0%
C	1-9 10-14 15-24 25-49 50-99  Greater than 100		0% 6% 9% 11% 13%  15%	1 year 1 year 1 year 1 year 1 year  1 year	1-9 10-14 15-24 25-49 50-99  Greater than 100 (Only discount full payout)		0% 5% 9% 11% 13%  Special Bid

EXHIBIT II-9 (continued)

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
D	Large Quantities (No Breakpoints Given)		20 to 40%	1 year	No Lease Offered	N/A	N/A
E	0-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%	1 year 1 year 1 year 1 year 1 year	0-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%
F	1-5 6-25 26-50 51-250 250+		10% 15% 20% 30% OEM 25% End User 25% Educa- tors Factory quote	1 year 1 year 1 year 1 year 1 year 1 year	N/A N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A N/A

EXHIBIT II-9 (continued)

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
G	0-99 100-199 200+		Up to 23% Up to 27% Negotiable				
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A
I	Based on dollar volume w/cut out points- over 20% negotiated	N/A	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT 11-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Less than 100 Greater than 100		Negotiable 15%	1 year 1 year	No Discounts On Lease	N/A	0%
B	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	Large quantities (No Breakpoints Given)		20-40%	1 year	No Lease Offered	N/A	N/A
E <sup>1</sup> , E <sup>2</sup>	1-6		No Answer	1 year	1-6		No Answer
	7-11		No Answer	1 year	7-11		No Answer
	12-26		No Answer	1 year	12-26		No Answer
	27-51		No Answer	1 year	27-51		No Answer
	52-100		15%	1 year	52-100		15%



EXHIBIT II-10 (continued)

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE					LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT	
F	1-5		10%	1 year	N/A	N/A	N/A	
	6-25		15%	1 year	N/A	N/A	N/A	
	26-50		20%	1 year	N/A	N/A	N/A	
	51-250		30% OEM	1 year	N/A	N/A	N/A	
			25% End User	1 year	N/A	N/A	N/A	
			25% Educa- tors	1 year	N/A	N/A	N/A	
G	250+		Factory quote					
	0-99		Up to 23%					
H	100-199		Up to 27%					
	200+		Negotiable					
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A	
I	None Offered	N/A	N/A	N/A	N/A	N/A	N/A	
J	No quantity discount offered	N/A	N/A	N/A	N/A	N/A	N/A	

# EXHIBIT II-I I

## QUANTITY DISCOUNTS - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Less than 100 Greater than 100		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
B	0-100		15% Maximum	1 year	No discount on lease	N/A	0%
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	Large quantities (No Breakpoints Given)		20 to 40%	1 year	No Lease Offered	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-11 (continued)

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
G	1-24 25-99 100-199 200+	\$2,650 \$2,500 \$2,400 Negotiable	Approx. 15% Approx. 19% Approx. 23% Negotiable	No answer	No discount on lease	N/A	0%
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A
I	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

# EXHIBIT II-12

## QUANTITY DISCOUNTS - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE					LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT	
A	Less than 25 Greater than 25		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%	
B	0-100		15% Maximum	1 year	No discount on lease	N/A	0%	
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 6% 9% 11% 13% Special bid	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100 (Only discount full payout)		0% 5% 9% 11% 13% Special bid	
D	Built into unit	N/A	N/A	N/A	N/A	N/A	N/A	

EXHIBIT II-12 (continued)

QUANTITY DISCOUNTS - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE					LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT	
E	Included in mini-cluster only	N/A	N/A	N/A	N/A	N/A	N/A	
F	1-5		10%	1 year	N/A	N/A	N/A	
	6-25		15%	1 year	N/A	N/A	N/A	
	26-50		20%	1 year	N/A	N/A	N/A	
	51-250		30% OEM	1 year	N/A	N/A	N/A	
			25% End User	1 year	N/A	N/A	N/A	
	250+		25% Educators Factory quote	1 year	N/A	N/A	N/A	
G	0-24 25-49		Up to 20% Up to 28%					
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A	
I	Based on dollar volume with cut out points - over 20% negotiated	N/A	N/A	N/A	N/A	N/A	N/A	
J	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A	

# EXHIBIT II-13

## QUANTITY DISCOUNTS - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Less than 25 Greater than 25		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
B	0-100		15% Maximum		No discounts on lease	N/A	0%
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 6% 9% 11% 13% Special bid	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100 (Only discount full payout)	Special bid	0% 5% 9% 11% 13%
D	Built into unit	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A



EXHIBIT II-13 (continued)

QUANTITY DISCOUNTS - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
G	0-24 25-49		Up to 20% Up to 28%	No answer	No discount on lease	N/A	N/A
H	None offered	N/A	N/A	N/A	N/A	N/A	N/A
I	None offered	N/A	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A



# EXHIBIT II-14

## QUANTITY DISCOUNTS - 6: PRINTERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A <sup>1</sup> , A <sup>2</sup>	Less than 25 Greater than 25		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
B	0-100		15% Maximum	1 year	No discounts on lease	N/A	0%
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 5% 9% 11% 13% Special bid	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 5% 9% 11% 13% Special bid
D	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
E	1-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%	1 year 1 year 1 year 1 year 1 year	1-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%

EXHIBIT II-14 (continued)

QUANTITY DISCOUNTS - 6: PRINTERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
G	No discount offered for printers	N/A	N/A	N/A	N/A	N/A	N/A
H	No quantity discount offered	N/A	N/A	N/A	N/A	N/A	N/A
I	Based on dollar volume with cut out points - over 20% negotiated	N/A	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

# EXHIBIT II-15

## QUANTITY DISCOUNT POLICIES

"MIX AND MATCH"							
EQUIPMENT MIXED							
VENDOR CODE	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	OTHER	WEIGHTING FACTORS
A	*	*	*	*	*	*	*
B	X	X	X	X	X		None used
C	X	None Offered		X	X		None used
D	X (For distri-butors only)	X (For distri-butors only)		None offered	None offered separately		2-12" mono for 1 color
E	X	None Offered			None offered separately		Any mix of CRT's

\*=No mix

EXHIBIT II-15 (continued)

QUANTITY DISCOUNT POLICIES - I

"MIX AND MATCH"							
EQUIPMENT MIXED							
VENDOR CODE	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	OTHER	WEIGHTING FACTORS
F	X		X		X		None - mix & match
G	X	X	X				No answer
H	N/A	N/A	N/A	N/A	N/A	N/A	N/A
I	X			X	X		
J	N/A	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A	X		
B	X (Rarely)	X	
C	X		
D	X (For end users)	X (For OEM's)	
E	X		
F			On individual basis. Will bill back if mis- represented.
G		X (With HQ approval)	
H	N/A	N/A	N/A
I			Varies
J	N/A	N/A	N/A

## DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED						EXCLUSIONS/ REASON
	DISPLAY		CONTROLLER	PRINTER	OTHER		
	MONO	COLOR					
A	*	*	*	*	*	*	
B	*	*	*	*	*	*	
C	*	*	*	*	*	*	
D	*	*	*	*	*	*	
E	*	*	*	*	*	*	
F	X	N/A	X	N/A		Services	
G	*	*	*	*	*	*	
H	X	X	X	X			
I	X		X	X			
J	X		X			Maintenance- not normally included when product is discounted	

\* = Dollar volume discount not offered.

EXHIBIT II-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

	VENDOR CODE	DISCOUNT SAMPLE	
		BREAKPOINT	PERCENT
	A	*	*
	B	*	*
	C	*	*
	D	*	*
	E	*	*

\* = Dollar volume discount not offered.



EXHIBIT II-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
F	No Answer	No Answer
G	*	*
H	\$150,000 \$500,000	Approx. 7% Approx. 16% Weighted average of everything
I	No answer	No answer
J	\$50,000 \$50,000-\$250,000 \$250,000-\$500,000 \$500,000+	0% 15% 20% Purchase-by- purchase negotiable

\* = Dollar volume discount not offered.

# EXHIBIT II-17

## DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX				PROCESS
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE		
A	X	X	X	Offer for two models only.	
B	X		X		
C				Not done.	
D	X		X	Different policy for end users versus distributors.	
E	X	X			

EXHIBIT II-17 (continued)

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX				PROCESS
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE		
F	No Answer	No Answer	No Answer		Goes against existing contract - Anything bought applies toward distributor discount.
G	X				
H	X	X	X		Case by case basis.
I	X	X	X		Renegotiate contract.
J	X		X		e.g., Negotiate delivery of 10,000 terminals over an 18 month period if they guarantee to take delivery as agreed.

# EXHIBIT II-18

## DISCOUNT POLICIES - (continued)

VENDOR CODE	NEW PRODUCTS DISCOUNT?			SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO	SAME/BETTER DISCOUNTS?		
A	X		Yes	Yes (except in special bids)	Yes (special bids)
B		X	N/A	Yes	No
C	X		Yes	No	Yes
D	X		Yes	Yes	No
E	X		Yes	Yes	No
F	X (Except OEM's)		Yes (For distri- butors and end users)	Yes (Within categories)	Yes (Large quantities or dollar volume)

EXHIBIT II-18 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?			SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO	SAME/BETTER DISCOUNTS?		
G	X		Depends on dis- count structure for the new unit	Yes	Yes
H	X (only if leased & if it runs full term)		Yes	Proprietary	Yes
I	X		Depends	Don't Know	Yes
J	X (Customer- by- customer basis)		Yes (When buying similar products)		Yes

EXHIBIT 11-19

LEASING

VENDOR CODE	TYPES		NON-CANCELLABLE LEASES			
	DIRECT	THIRD PARTY	OFFERED		TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT
			YES	NO		
A	Yes	Yes	Yes		3rd party company	Yes
B	Not Offered	N/A	N/A	N/A	N/A	N/A
C	Yes	No	N/A	N/A	N/A	N/A
D	Yes	Yes	Yes		Leasing company	Respondent would make payment to leasing co.
E	No	Yes	Yes		Manufacturer	Yes (probably)

EXHIBIT II-19 (continued)

LEASING

VENDOR CODE	TYPES		THIRD PARTY	OFFERED		NON-CANCELLABLE LEASES		
				YES	NO	TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT	PENALTIES ENFORCED?
	DIRECT							
F	Yes (Starting this month)		Yes	Yes		Leasing company	Leasing company	Joint effort- both try to prevent it.
G	Yes		Yes	Yes		Manufacturer	Manufacturer	Yes
H	Yes		No	Yes		Manufacturer	Manufacturer	No answer
I	Yes							
J	No (Will be offering some sort of leasing in 90 days)		No	N/A	N/A	N/A	N/A	N/A



EXHIBIT II-19 (continued)

LEASING

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		DISCOUNT	RENEWAL DISCOUNT			
	YES	NO	YES	NO		YES	NO	PERIOD	APPROXIMATE DISCOUNT
A	Yes (some- times)		X		No		X	N/A	N/A
B		X	No lease offered	N/A	N/A	N/A	N/A	N/A	N/A
C	Two weeks		X		Yes Negotiable on indivi- dual weeks.		X	N/A	N/A
D	2 weeks (with con- tract only)		X		No		X	N/A	N/A
E	Not asked	Not asked	X		Yes (No amount)		X	N/A	N/A

EXHIBIT II-19 (continued)

LEASING (continued)

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		DISCOUNT	RENEWAL DISCOUNT				APPROXIMATE DISCOUNT
	YES	NO	YES	NO		YES	NO	PERIOD		
F		X	X		Up to leasing company - 55% lease credit	X		2-5 years	For new product 2 years-\$119 3 years-\$109 5 years-\$99	
G		X	X		Yes - can have accruals-50% off if met lease terms.	X		2 year 3 year 5 year	5% 10% 15%	
H	Yes (some- times) 1-3 mo. Negoti- able		X		Purchase option accrual up to 50% of total charges paid against list price	X		At least another one year period	Approx. 15% (Off current lease)	
I										
J	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

EXHIBIT II-20

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	X	X		X		X
B	90 days	X			X		X
C	90 days	No lease N/A		X		X	
D	None	X			X		X
E	90 days			X (8-9%)			X
F	90 days	X		1-100= 50%			X
G	30 days	X	X	X			X
H	90 days	X			X		X
I							
J	90 days- end user 150 days- distributor	No lease N/A			X		X

## COMPETITION - I

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A	X		
B		X	
C		X (If IBM does)	
D		X	
E		X	
F	No answer	No answer	No answer
G	X	X	
H	X	X	Varies according to situation
I			It varies - we keep up with competition
J			Our prices are low by 15-20% or 5-6 times scale. We use market share strategy.

EXHIBIT II-21 (continued)

COMPETITION

VENDOR CODE		TOUGHEST DISPLAY COMPETITOR
	NAME	RESPONDENT ADVANTAGES
A	IBM, Televideo C.Itoh, Visual Tech	Good product
B	IBM	Can be more flexible; Price advantage; Portability
C	IBM	Price performance
D	IBM	Cost
E	IBM	Quality products
F	IBM	Price

## COMPETITION

VENDOR CODE	NAME	TOUGHEST DISPLAY COMPETITOR
		RESPONDENT ADVANTAGES
G	IBM	Superior products
H	IBM	Price, quick delivery internal financing financial backing
I	IBM	Price delivery
J	Beehive-terminals PCI & ICCI cluster system	Terminal & cluster controller multiple sessions. All-in one display, user friendly, IBM look-alike, keyboard, remote & local configurations

# EXHIBIT II-22

## TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	Cost decrease	Cost decrease
B	Constant changes	Constant changes
C	Ongoing product development constantly affects product marketing	Ongoing product development
D	Model improvements	Don't Know
E	Off-shore fabrication	Foreign purchases
F	All discrete product prices	All discrete product prices
G	Don't Know	Don't Know
H	Automated factory, manufacturing efficiencies, memory chip price decrease	Same as for respondent
I		
J	Cost to construct LSI is dropping at a rate of 30% per year. Intel 3864 chip ~ non-volatile RAM. Will replace EPROM.	The final release of Rover. Plasma type CRT -will convert all existing codes & throw industry into a tizzy.



### III ASCII TERMINALS



## EXHIBIT III-I

## BASELINE PRICING DATA - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	None Offered	N/A	N/A	N/A	N/A	N/A
B	\$1,445	None Offered	N/A	On-site = \$26 Express depot = \$12.50 Extended warranty - \$8.75	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	\$1,595	N/A	N/A	Per repair basis	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A

# EXHIBIT III-2

## BASELINE PRICING DATA - I: 12" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$695	No lease offered	N/A	Included in purchase price	N/A	N/A
B	\$595	No lease offered	N/A	On-site=\$17 Express depot=\$7 Extended=\$6	N/A	N/A
C	\$1,195	No lease offered	N/A	\$17-Optional through GE	N/A	N/A
D	None Offered	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A
F	\$695	No lease offered	N/A	N/A	N/A	N/A

# EXHIBIT III-3

## BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	None Offered	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	None Offered	N/A	N/A	N/A	N/A	N/A
E	\$2,195	No Lease Offered	N/A	\$400/year	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-4

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)			CHANGES SEEN
	SOLD TO:		LEASE TO END USER	
	END USER	LEASING COMPANY		
A	100%			No Answer
B	60%	Don't Know	Don't Know	Higher distribution percentage
C	85%	15%	0%	Past leasing upswing trend now going down because of improving economy
D	100%			No changes
E	100%			No changes
F	100%			More end user sales

# EXHIBIT III-5

## LARGEST DISCOUNTS (KEYED TO EXHIBIT III-2)

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PRICE (PURCHASED OVER 2 YEARS)		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	\$475		Greater than 1000	Negotiable	Negotiable	Negotiable
B						
C*	\$469		Greater than 1000	Negotiable	Negotiable	Negotiable
D						
E	\$1,495**		100	Negotiable	Negotiable	Negotiable
F	\$399		2,000	Negotiable	Negotiable	Negotiable

\* List = \$699

\*\* Keyed to Exhibit III-3



EXHIBIT III-6

QUANTITY DISCOUNTS - 2: 15" MONO DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS  
DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-8

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

QUANTITY DISCOUNTS - I: 12" MONO DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	200-300	No answer	-	1 year	No lease available	N/A	N/A
	300-500	\$575	-	1 year	No lease available	N/A	N/A
	500-1,000	No answer	-	1 year	No lease available	N/A	N/A
B					No lease available	N/A	N/A
C							
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	Not offered	N/A	N/A	N/A	N/A	N/A	N/A
F	<u>Suggested Retail</u> 1-4 5-9	\$695 \$625 \$595	<u>Annual Quantity</u> 4	1 year 1 year 1 year	No lease available	N/A	N/A

EXHIBIT III-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	200-300	No answer \$575	-	1 year	No lease available	N/A	N/A
	300-500		-	1 year		N/A	N/A
	500-1,000	No answer	-	1 year		N/A	N/A
B					No lease available	N/A	N/A
C	250		20%	1 year	No lease available	N/A	N/A
	500		30%	1 year			
	1,000		37%-40%	1 year			

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
D	No quantity discount offered	N/A	N/A	N/A	N/A	N/A	N/A
E	Not offered	N/A	N/A	N/A	N/A	N/A	N/A
F	<u>Single Order</u> <u>Basis</u>		<u>Quantity</u>	<u>Annual</u>	No lease available	N/A	N/A
	Sugges.Retail			1 year			
	1-4	\$695		1 year			
	5-9	\$625		1 year			
	10-14	\$595		1 year			
	15-19	\$520	25-49	1 year			
	20-29	\$480	50-99	1 year			
	30-49	\$450	100-199	1 year			
	50-99	\$430	200-299	1 year			
	100+	\$415	300-499	1 year			
		\$400	500+	1 year			

# EXHIBIT III-I1

## QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS DISTRIBUTOR DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	200-300	No answer		1 year	No lease available	N/A	N/A
	300-500	\$575		1 year	No lease available	N/A	N/A
	500-1,000	No answer		1 year	No lease available	N/A	N/A
B						N/A	N/A
C							



QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	Not offered	N/A	N/A	N/A	N/A	N/A	N/A
F	<u>Single Order Basis</u>		<u>Annual Quantity</u>		No lease available	N/A	N/A
	Sugges.Retail						
	1-4	\$695		1 year			
	5-9	\$625		1 year			
	10-14	\$595	25-49	1 year			
	15-19	\$520	50-99	1 year			
	20-29	\$480	100-199	1 year			
	30-49	\$450	200-299	1 year			
	50-99	\$430	300-499	1 year			
	100+	\$415	500+	1 year			
		\$400					

EXHIBIT III-12

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A
C	None offered	N/A	N/A	N/A	N/A	N/A	N/A
D	None offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None offered*	N/A	N/A	N/A	N/A	N/A	N/A
F	None offered	N/A	N/A	N/A	N/A	N/A	N/A

\* Treated as OEM

EXHIBIT III-13

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A
C	None offered	N/A	N/A	N/A	N/A	N/A	N/A
D	None offered	N/A	N/A	N/A	N/A	N/A	N/A
E	1-24 25-49 50-99 100-249	\$2,195		1 year	N/A	N/A	N/A
		\$1,895		1 year	N/A	N/A	N/A
		\$1,695		1 year	N/A	N/A	N/A
		\$1,495		1 year	N/A	N/A	N/A
F	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-14

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE					LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT	
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A	
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A	
C	None offered	N/A	N/A	N/A	N/A	N/A	N/A	
D	None offered	N/A	N/A	N/A	N/A	N/A	N/A	
E	None offered	N/A	N/A	N/A	N/A	N/A	N/A	
F	None offered	N/A	N/A	N/A	N/A	N/A	N/A	

\* Treated as OEM

# EXHIBIT III-15

## QUANTITY DISCOUNT POLICIES - I

VENDOR CODE	"MIX AND MATCH"						
	EQUIPMENT MIXED						
	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	OTHER	WEIGHTING FACTORS
A			X			All products	None
B			X			All products	None
C			X				None - Mix and match
D	N/A	N/A	N/A	N/A	N/A	N/A	N/A
E		X	X			Desktop computer	Over 250 units
F			X				Depends on mix

EXHIBIT III-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A	X Sometimes		See what happens
B	X	X	Based on busi- ness climate
C			Renegotiate price for next calendar year No price read- justment
D	N/A	N/A	N/A
E	X		Receive invoice for difference
F	X	X	Review payment sche- dule each moving quarter. If he can pay at that rate we can extend pricing. No back-bill provision.

DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED					EXCLUSIONS/ REASON
	DISPLAY		CONTROLLER	PRINTER	OTHER	
	MONO	COLOR				
A	X	N/A	N/A	N/A		
B	*	*	*	*	*	*
C	*	*	*	*	*	*
D	*	*	*	*	*	*
E	*	*	*	*	*	*
F	*	*	*	*	*	*

\* = Dollar volume discount not offered



EXHIBIT III-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
A	\$10,000	5-35%
B	*	*
C	*	*
D	*	*
E	*	*
F	*	*

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX				PROCESS
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE		
A	X		X		Subject to negotiation every year. Major customers get lowest price.
B	No answer	No answer	No answer		Apply previous purchases toward discount level for future purchase
C					
D	N/A	N/A	N/A		N/A
E	X				Negotiable
F		N/A			It becomes messy

EXHIBIT III-17 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?			SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO	SAME/BETTER DISCOUNTS?		
A	X		Yes	Yes	No
B	X		Yes	Yes	Yes
C	X		Yes	Yes	Yes
D	X		Yes	Yes	Yes
E	X		Yes	Yes	No (but negotiable over 249)
F	X		Yes	Yes	Yes

LEASING - I

VENDOR CODE	TYPES		NON-CANCELLABLE LEASES					PENALTIES ENFORCED?
	DIRECT	THIRD PARTY	OFFERED		TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT		
A	No	No	YES N/A	NO N/A	N/A	N/A	N/A	
B	No	Yes (thru distri- butor chain)	N/A	N/A	N/A	N/A	N/A	
C	No	No	N/A	N/A	N/A	N/A	N/A	
D	No	No	N/A	N/A	N/A	N/A	N/A	
E	No	Yes	Varies		*	*	*	
F	No	Yes (thru distribu- tor chain)	N/A	N/A	N/A	N/A	N/A	

\* Customer deals directly with leasing company.

EXHIBIT III-18 (continued)

LEASING - 2

VENDOR CODE	FREE TRIAL		PURCHASE OPTION			RENEWAL DISCOUNT				APPROXIMATE DISCOUNT
			YES	NO	DISCOUNT	YES	NO	PERIOD		
	YES	NO								
A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
B	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
C	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
D	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
E	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
F	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	N/A	-		X		X
B	90 days	N/A	Yes		X		X*
C	90 days	N/A	Only during warranty period		X		X
D	90 days	N/A	No	X			X
E	90 days	N/A	No		X	X	
F	1 year return to factory	N/A	No		X		X

\* offered by GE

# EXHIBIT III-20

## COMPETITION - I

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A			Wait & see market reactions
B	X		See what happens
C			Introduce new products at lower prices
D			Varies
E	X		
F			Might introduce new product



COMPETITION

VENDOR CODE	TOUGHEST DISPLAY COMPETITOR	
	NAME	RESPONDENT ADVANTAGES
A	Televideo	Installed base
B	Televideo	Selectable display format and more flexibility
C	DEC	Large supply (product), ease of relationship
D	Televideo	Reliability, better price/ performance product
E	None	In a price-performance class by itself
F	Televideo	Visible product -12 month warranty. We have vertically integrated. We can compete

# EXHIBIT III-21

## TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	Memory price decrease	Same as for respondent
B	Semi-conductor, chip quality, monitors and keyboards, color	Same as for respondent
C	Micro computer chips, micro processors	Same as for respondent
D	Change in keyboard, semi-conductor, power supply and monitor technologies	Same as for respondent
E	Prices will fall slightly	Don't expect drastic improvements; dumb terminals have bottomed out at \$500.
F	Advancement in display technology. Keyboard technology.	Same as for respondent

#### IV SMALL SYSTEM VENDORS



EXHIBIT IV-I

BASELINE PRICING DATA - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

# EXHIBIT IV-2

## BASELINE PRICING DATA - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	No answer	No lease available	N/A		N/A	N/A
B	\$1,945	No lease available	N/A	\$18 (on-site)	N/A	N/A

# EXHIBIT IV-3

## BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	No answer	No lease available	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A



# EXHIBIT IV-4

## TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)			CHANGES SEEN
	SOLD TO:		LEASE TO END USER	
	A	100		
B				

# EXHIBIT IV-5

## LARGEST DISCOUNTS

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PRICE (PURCHASED OVER 2 YEARS)		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	No answer	40*	200	Negotiable	Negotiable	Negotiable
B	\$1,300 (list)**			Over 20% discount	Over 20% discount	Over 20% discount

\* Keyed to product in Exhibit IV-2

\*\* Variant of product in Exhibit IV-2

EXHIBIT IV-6

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-7

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-8

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS  
DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-9

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	2		5%	12 mo.	None offered	N/A	N/A
	5		9%	12 mo.			
	9		13%	12 mo.			
	14		16%	12 mo.			
	19		19%	12 mo.			
	29		21%	12 mo.			
	49		24%	12 mo.			
	74		26%	12 mo.			
	99		27%	12 mo.			
	149		28%	12 mo.			
	199		29%	12 mo.			
	200		30%	12 mo.			
B	2		10%				
	6						
	100						
	200						
	300						
	400						
	500						

EXHIBIT IV-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	1		10%	12 mo.	None offered	N/A	N/A
	2		15%	12 mo.			
	5		19%	12 mo.			
	9		23%	12 mo.			
	14		26%	12 mo.			
	19		29%	12 mo.			
	29		31%	12 mo.			
	49		34%	12 mo.			
	74		36%	12 mo.			
	99		37%	12 mo.			
	149		38%	12 mo.			
	199		39%	12 mo.			
	200		40%	12 mo.			
B							



# EXHIBIT IV-11

## QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
B	N/A	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-12

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-13

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	PREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-14

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-15

QUANTITY DISCOUNT POLICIES - I

VENDOR CODE	"MIX AND MATCH"						
	EQUIPMENT MIXED						
	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CON- TROLLER	OTHER	WEIGHTING FACTORS
A						Discount cate- gories lumped together by class	Very complex
B			X	X		Graphics control- lers, personal computer options	None

EXHIBIT IV-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A			1st unit discount then bill back difference on units taken.
B			Request that change discount level but, we will not bill back

EXHIBIT IV-16

DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED					EXCLUSIONS/ REASON
	DISPLAY		CONTROLLER	PRINTER	OTHER	
	MONO	COLOR				
A	*	*	*	*	*	*
B	X	X				

\* Dollar volume discount not offered



EXHIBIT IV-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
A	*	*
B		

\* Dollar volume discount not offered

# EXHIBIT IV-17

## DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX			PROCESS
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE	
A	X	N/A	If outside terms of agreement	
B				

EXHIBIT IV-17 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?			SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO	SAME/BETTER DISCOUNTS?		
A	X		X	Yes	No
B	Varies by product			No answer	Yes

# EXHIBIT IV-18

## LEASING - I

VENDOR CODE	TYPES		NON-CANCELLABLE LEASES				PENALTIES ENFORCED?
	DIRECT	THIRD PARTY	OFFERED		TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT	
A	No	Yes	Don't Know	YES	NO	Don't Know	
B	No	No	N/A	N/A	N/A	N/A	

EXHIBIT IV-18 (continued)

LEASING - 2

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		RENEWAL DISCOUNT				APPROXIMATE DISCOUNT
	YES	NO	YES	NO	DISCOUNT	YES	NO	PERIOD	
A	N/A		N/A		N/A	N/A		N/A	N/A
B									

# EXHIBIT IV-19

## MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	No	No		X		X
B	90 days		X		X	X	

EXHIBIT IV-20

COMPETITION - I

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A	X	X	Varies
B			Will react or introduce a product

EXHIBIT IV-20 (continued)

COMPETITION

VENDOR CODE	TOUGHEST DISPLAY COMPETITOR	
	NAME	RESPONDENT ADVANTAGES
A	We rarely compete on displays	N/A
B	Televideo-for price and functionality; Lear Siegler & ADDS for price; C.Itoh for emulators	"Guts" Full service volume and system house



EXHIBIT IV-21

TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	LSI technology is where you get your paybacks	Better if you develop your own LSI
B	Keyboard technology micro processors	Same as for respondent

V LARGE SYSTEM VENDORS



EXHIBIT V-1

BASELINE PRICING DATA - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$1,500	1 year 3 year (rent)	\$108 \$97		N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-2

BASELINE PRICING DATA - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	Not offered	N/A	N/A	N/A	N/A	N/A
B	\$1,995	No lease offered	N/A	\$12.50 depot basis	N/A	N/A

EXHIBIT V-3

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-4

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)				CHANGES SEEN
	SOLD TO:		LEASE TO END USER		
	END USER	LEASING COMPANY			
A	100				
B	60	5	35		Going toward outright sale to end user

EXHIBIT V-5

LARGEST DISCOUNTS

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PRICE (PURCHASED OVER 2 YEARS)		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	\$850*		1	\$600	\$600	\$600
B	\$1,745**		1	Negotiable	Negotiable	Negotiable

\* Variant of product in Exhibit V-1

\*\* Variant of product in Exhibit V-2



EXHIBIT V-6

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

# EXHIBIT V-7

## QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

# EXHIBIT V-8

## QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS DISTRIBUTOR

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

# EXHIBIT V-9

## QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Not offered	N/A	N/A	N/A	N/A	N/A	N/A
B	25-49 50-74 75+		3% 5% 8%	1 year 1 year 1 year	No lease available	N/A	N/A

# EXHIBIT V-10

## QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Not Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							

EXHIBIT V-II

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS  
DISTRIBUTOR

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Not Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							

EXHIBIT V-12

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
END USER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Not Offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-I3

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Not Offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A	N/A



EXHIBIT V-14

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS  
DISTRIBUTOR

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

# EXHIBIT V-15

## QUANTITY DISCOUNT POLICIES - I

VENDOR CODE	"MIX AND MATCH"						
	EQUIPMENT MIXED						
	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CON- TROLLER	OTHER	WEIGHTING FACTORS
A			X	X		Certain pro- ducts within those cate- gories	None
B						Typically no but it depends on situation	

EXHIBIT V-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A			"As earned basis"
B			

# EXHIBIT V-16

## DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED						EXCLUSIONS/ REASON
	DISPLAY		CONTROLLER	PRINTER	OTHER		
	MONO	COLOR					
A	*	*	*	*	*	*	*
B							Mix & match there are some exclusions

\* Dollar volume discounts not offered

EXHIBIT V-16 (continued)

DOLLAR VOLUME DISCOUNTS (continued)

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
A		
B		

# EXHIBIT V-17

## DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX				PROCESS
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE		
A					
B	X	N/A	X		"As earned basis"

EXHIBIT V-17 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?			SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO	SAME/BETTER DISCOUNTS?		
A		X		No	Yes
B	X		Yes	Yes	No

EXHIBIT V-18

LEASING - I

VENDOR CODE	TYPES			NON-CANCELLABLE LEASES			
	DIRECT	THIRD PARTY	OFFERED		TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT	PENALTIES ENFORCED?
			YES	NO			
A	Yes	Yes	X		Manufacturer	Manufacturer	Don't Know
B	Yes	Yes	X		Manufacturer	Manufacturer	Yes



EXHIBIT V-18 (continued)

LEASING - 2

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		RENEWAL DISCOUNT				APPROXIMATE DISCOUNT
	YES	NO	YES	NO	DISCOUNT	YES	NO	PERIOD	
A		X	X		Yes	Yes		Depends	"It depends"
B		X	X		45-50%				

EXHIBIT V-19

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	Yes	No				X
B	90 days	Yes	No	X			X

# EXHIBIT V-20

## COMPETITION

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A	X	X	Based on competition
B			Financial analysis- output determines course of action

EXHIBIT V-20 (continued)

COMPETITION

VENDOR CODE	TOUGHEST DISPLAY COMPETITOR	
	ADVANTAGES	
	NAME	RESPONDENT
A	IBM	We are less expensive
B	Mostly small independents and distributors	

# EXHIBIT V-21

## TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	Large scale - board design	
B	Very large scale integrated package technology, 632 micros	Same as for respondent

APPENDIX A:  
QUESTIONNAIRE FOR 3270-COMPATIBLE VENDORS



**TERMINAL SYSTEMS STUDY  
QUESTIONNAIRE - A**

Hello, my name is \_\_\_\_\_ and I am with INPUT, a research and consulting firm. We are performing a study on terms and conditions for display terminals. All the information you provide us will be kept confidential and used for statistical purposes only and neither your name or that of your firm will be linked to any information you supply. In return for your cooperation, we will send you a summary of our study at no charge.

1. Does your company sell IBM 3270 compatible terminal systems?

( ) YES      ( ) NO

- If YES, go to question 2.

2. For each of the units which I will describe, please give me the following base-line information:

- Your model number.
- Purchase price.
- Monthly cost for a most important lease plan\* (including maintenance).
- Monthly maintenance charge.
- The number of years and price in a full payout lease.  
(READ EACH DESCRIPTION!)

(\*Definition = The lease plan that produces more revenues than any other lease plan.)

\*=Highest priority

ç=Lower priority



Description	Model Number	Purchase Price	Monthly Lease Price	Separate Maintenance Price (Monthly)	Full Payout	
					Years	Price
1920 characters, 15" mono display with typewriter keyboard up to 87 keys						
1920 characters, 12" mono display with same keyboard						
Color display with same keyboard						
Remote control unit equipped for 8 mono displays						
Remote control unit equipped for 8 color displays						
Most popular display associated printer						

ç3a. Over the last six months about what percent of your terminal business was:

Sold outright to end user	_____ %
Sold to a leasing company and leased to end user	_____ %
Leased directly to end user	_____ %
	100%

ç3b. How do you see the above percentages changing in the future?

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QUANTITY DISCOUNTS

4. Does your company have a generally available quantity discount schedule or policy for the purchase of the displays you identified earlier?

( ) YES      ( ) NO

● For the lease of these displays?

( ) YES      ( ) NO

● If both answers are NO:

- Do you offer dollar volume discounts?

( ) YES      ( ) NO

- If YES, go to question 7a.

- If NO, what types of discounts and incentives do you offer?

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- If none, go to question 12.

5. Are there separate quantity discount schedules for:

- 15" Mono displays  
( ) YES ( ) NO (If YES, ask question 6c)
- 12" Mono display  
( ) YES ( ) NO (If YES, ask question 6d)
- Color display  
( ) YES ( ) NO (If YES, ask question 6e)
- Controllers  
( ) YES ( ) NO (If YES, ask question 6f)
- Printers  
( ) YES ( ) NO (If YES, ask question 6g)

\*6a. Within the last 12 months, what was your lowest purchase price\* for a 1920 character display with keyboard?

Model number \_\_\_\_\_  
Price (or discount percentage) \_\_\_\_\_

\*If lowest price is not known, what was the highest discount percentage granted?

- What large quantity of units were purchased to qualify for the above price (or discount)?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6b. What price would you give for a quantity of 1,000, 5,000 and 10,000 displays purchased over two years?

<u>QUANTITY</u>	<u>MODEL NUMBER</u>	<u>PRICE</u>
1,000	_____	_____
5,000	_____	_____
10,000	_____	_____

- \*6c. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:
- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
  - The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE			LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT

- \*6d. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:
- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
  - The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE			LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT

- \*6e. Taking the color display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:
- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
  - The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE			LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT



- \*6f. Taking one of the controller models that we had priced earlier, what are all of the quantity breakdowns and what is:
- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
  - The discounted rental cost or percentage discounts for most important lease identified earlier?

BREAKPOINTS	PURCHASE		TWO YEAR LEASE		THREE YEAR LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT	MONTHLY RENTAL



- \*6g. Taking the printer model that we had priced earlier, what are all of the quantity breakpoints and what is:
- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
  - The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE		TWO YEAR LEASE		THREE YEAR LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT	MONTHLY RENTAL

6h. If a quantity discount is offered, can the quantity be a mix or weighted mix of any of the following (CHECK ALL THAT CAN BE MIXED)?

( ) Mono displays (3270 compatible)

( ) Color displays (3270 compatible)

( ) ASCII or Teletype-compatible

( ) Printer

( ) Controllers

( ) Any other products (describe) \_\_\_\_\_

\_\_\_\_\_

● If YES; what are some of the weighting factors?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ç6i. For quantity discount on purchase, if the customer does not purchase the contracted quantity in the given duration, do you: (CHECK AS MANY AS APPLY)

( ) Revert to lower discount

( ) Extend duration

( ) Other (Describe) \_\_\_\_\_

\_\_\_\_\_

DOLLAR VOLUME DISCOUNTS

7a. Does your company have a generally available dollar volume discount schedule or policy for the displays you identified earlier?

( ) YES ( ) NO

- If NO, go to questions 8.

7b. Are all your products and services included?

( ) YES ( ) NO

- If NO, which ones are excluded?

- Why?

7c. Please give me a sample of your dollar volume discount breakpoints and associated discount levels?

<u>BREAKPOINT</u>	<u>DISCOUNT (%)</u>

## OTHER DISCOUNT POLICIES

8. If you offer a discount, can the customer apply a mix of new purchase, new lease and purchase of installed towards the discount quantity or volume?

- ( ) New purchase  
( ) New lease  
( ) Purchase of installed equipment

- How does it work?

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9. If you introduce a new display product, can the customer contractually substitute the new product for the old one and not be penalized?

- ( ) YES ( ) NO

- If YES, can the same or better discount be applied?

- ( ) YES ( ) NO

10. Do all customers who reach a certain quantity or dollar level get the same discount?

- ( ) YES ( ) NO

- If NO, why not?

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11. Can customers get a discount greater than that on the schedule?

( ) YES ( ) NO

- If YES, how would this be done?

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## LEASING

ç12. Do you offer direct leasing to customers?

( ) YES ( ) NO

ç13. Do you offer leasing via third party or a leasing company?

( ) YES ( ) NO

- If YES, which leasing companies or third parties?

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14a. Do you or the leasing company offer a non-cancellable lease?

( ) YES ( ) NO

14b. Who holds the title in a non-cancellable lease?

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- Who gets the machine back if the customer breaks the lease?

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- Do you enforce the penalties? (DON'T PROMPT)  
( ) YES ( ) NO ( ) SOMETIMES

14c. Do you offer a free trial period?

( ) YES ( ) NO

- If YES, how long? \_\_\_\_\_

\*15. Do you offer a purchase option at the end of a lease?

( ) YES ( ) NO

- If YES, can your customers also get a discount on your purchase option price?

( ) YES ( ) NO

- If YES, what is the approximate discount? \_\_\_\_\_%

ç16. If one of your customers had a leased display system, would he get a discount for lease renewal?

( ) YES ( ) NO

- If YES:

- For what period?

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- What is the approximate discount? \_\_\_\_\_%

**MAINTENANCE**

ç17. What is the warranty period for displays? \_\_\_\_\_

ç18. Is maintenance bundled with either lease or purchase?

( ) Lease

( ) Purchase

19. Is maintenance discounted?

( ) YES ( ) NO

- If YES, what is the minimum and maximum percent discount (i.e., range)?

Minimum \_\_\_\_\_%

Maximum \_\_\_\_\_%

20. Do you offer an up-front paid contract for long-term (3-5 year) maintenance?

( ) YES ( ) NO

**MISCELLANEOUS**

ç21. If competitors of yours change or introduce new price/performance would you:

( ) Keep prices the same and handle special situations via special discounts

( ) Change prices

( ) Other \_\_\_\_\_

\_\_\_\_\_

ç22. Who is your toughest display competitor?

- 
- What is your key advantage?

- 
- 
- What is his key advantage?

23. What technology improvements would affect future costs and prices of your products?

- 
- 
- For the industry in general?

\*24. Would you send me a copy of your printed terms and conditions?

( ) YES ( ) NO

- Will you send a copy of your printed discount schedule?

( ) YES ( ) NO

(IF RESPONDENT WILL BE MORE WILLING, OFFER TO PAY FEDERAL EXPRESS OR OTHER CHARGES.)





APPENDIX B:  
QUESTIONNAIRE FOR OTHER VENDORS

**TERMINAL SYSTEMS STUDY**  
**QUESTIONNAIRE - B**

Hello, my name is \_\_\_\_\_ and I am with INPUT, a research and consulting firm. We are performing a study on terms and conditions for display terminals. All the information you provide us will be kept confidential and used for statistical purposes only and neither your name or that of your firm will be linked to any information you supply. In return for your cooperation, we will send you a summary of our study at no charge.

1. Does your company sell display terminal systems?

( ) YES      ( ) NO

- If NO, terminate interview.

2. For each of the units which I will describe, please give me the following base-line information:

- Your model number.
- Purchase price.
- Monthly cost for a most important lease plan\* (including maintenance).
- Monthly maintenance charge.
- The number of years and price in a full payout lease.

(READ EACH DESCRIPTION!)

(\*Definition = The lease plan that produces more revenues than any other lease plan.)

\*=Highest priority

ç=Lower priority

Description	Model Number	Purchase Price	Monthly Lease Price	Separate Maintenance Price (Monthly)	Full Payout	
					Years	Price
Your most popular ASCII 1920 characters, 15" mono display with typewriter keyboard up to 87 keys						
Your most popular ASCII 1920 characters, 12" mono display with same keyboard						
Color display with same keyboard						

ç3a. Over the last six months about what percent of your terminal business was:

Sold outright to end user	_____ %
Sold to a leasing company and leased to end user	_____ %
Leased directly to end user	_____ %
	100%

ç3b. How do you see the above percentages changing in the future?

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#### QUANTITY DISCOUNTS

4. Does your company have a generally available quantity discount schedule or policy for the purchase of the displays you identified earlier?

( ) YES ( ) NO

- For the lease of these displays?

( ) YES ( ) NO

- If both answers are NO:

- Do you offer dollar volume discounts?

( ) YES ( ) NO

- If YES, go to question 7a.
- If NO, what types of discounts and incentives do you offer?

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- If none, go to question 12.

5. Are there separate quantity discount schedules for:

- End users  
( ) YES      ( ) NO
- OEM/value added reseller  
( ) YES      ( ) NO
- Distributors and dealers  
( ) YES      ( ) NO
- If YES, to any of the above, fill out separate sheets for questions 6c, 6d and 6e

- \*6a. Within the last 12 months, what was your lowest purchase price\* for a 1920 character display with keyboard?

Model number \_\_\_\_\_

Price (or discount percentage) \_\_\_\_\_

\*If lowest price is not known, what was the highest discount percentage granted?

- What large quantity of units were purchased to qualify for the above price (or discount)?

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- 6b. What price would you give for a quantity of 1,000, 5,000 and 10,000 displays purchased over two years?

<u>QUANTITY</u>	<u>MODEL NUMBER</u>	<u>PRICE</u>
1,000	_____	_____
5,000	_____	_____
10,000	_____	_____

- \*6c. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:
- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
  - The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE			LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT

- ( ) End user
- ( ) OEM
- ( ) Distributor /dealer



\*6d. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both

quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE			LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT

- ( ) End user
- ( ) OEM
- ( ) Distributor /dealer

\*6e. Taking the color display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

BREAKPOINTS	PURCHASE			LEASE	
	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	MONTHLY RENTAL	PERCENT DISCOUNT

- ( ) End user
- ( ) OEM
- ( ) Distributor /dealer

6h. If a quantity discount is offered, can the quantity be a mix or weighted mix of any of the following (CHECK ALL THAT CAN BE MIXED)?

- ☐ Mono displays (3270 compatible)
- ☐ Color displays (3270 compatible)
- ☐ ASCII or Teletype-compatible
- ☐ Printer
- ☐ Controllers
- ☐ Any other products (describe) \_\_\_\_\_

• If YES; what are some of the weighting factors?

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ç6i. For quantity discount on purchase, if the customer does not purchase the contracted quantity in the given duration, do you: (CHECK AS MANY AS APPLY)

- ☐ Revert to lower discount
- ☐ Extend duration
- ☐ Other (Describe) \_\_\_\_\_

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## DOLLAR VOLUME DISCOUNTS

7a. Does your company have a generally available dollar volume discount schedule or policy for the displays you identified earlier?

( ) YES ( ) NO

- If NO, go to questions 8.

7b. Are all your products and services included?

( ) YES ( ) NO

- If NO, which ones are excluded?

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- Why?

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7c. Please give me a sample of your dollar volume discount breakpoints and associated discount levels?

BREAKPOINT

DISCOUNT (%)

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## OTHER DISCOUNT POLICIES

8. If you offer a discount, can the customer apply a mix of new purchase, new lease and purchase of installed towards the discount quantity or volume?

- ( ) New purchase  
( ) New lease  
( ) Purchase of installed equipment

- How does it work?

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9. If you introduce a new display product, can the customer contractually substitute the new product for the old one and not be penalized?

- ( ) YES ( ) NO

- If YES, can the same or better discount be applied?

- ( ) YES ( ) NO

10. Do all customers who reach a certain quantity or dollar level get the same discount?

- ( ) YES ( ) NO

- If NO, why not?

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---

---

11. Can customers get a discount greater than that on the schedule?

( ) YES ( ) NO

- If YES, how would this be done?

---

---

---

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## LEASING

ç12. Do you offer direct leasing to customers?

( ) YES ( ) NO

ç13. Do you offer leasing via third party or a leasing company?

( ) YES ( ) NO

- If YES, which leasing companies or third parties?

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---

14a. Do you or the leasing company offer a non-cancellable lease?

( ) YES ( ) NO

14b. Who holds the title in a non-cancellable lease?

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- Who gets the machine back if the customer breaks the lease?

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- Do you enforce the penalties? (DON'T PROMPT)  
( ) YES ( ) NO ( ) SOMETIMES

14c. Do you offer a free trial period?

( ) YES ( ) NO

- If YES, how long? \_\_\_\_\_

\*15. Do you offer a purchase option at the end of a lease?

( ) YES ( ) NO

- If YES, can your customers also get a discount on your purchase option price?  
( ) YES ( ) NO

- If YES, what is the approximate discount? \_\_\_\_\_%

ç16. If one of your customers had a leased display system, would he get a discount for lease renewal?

( ) YES ( ) NO

- If YES:

- For what period?

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- What is the approximate discount? \_\_\_\_\_%

## MAINTENANCE

ç17. What is the warranty period for displays? \_\_\_\_\_

ç18. Is maintenance bundled with either lease or purchase?

( ) Lease

( ) Purchase

19. Is maintenance discounted?

( ) YES ( ) NO

- If YES, what is the minimum and maximum percent discount (i.e., range)?

Minimum \_\_\_\_\_%

Maximum \_\_\_\_\_%

20. Do you offer an up-front paid contract for long-term (3-5 year) maintenance?

( ) YES ( ) NO

## MISCELLANEOUS

ç21. If competitors of yours change or introduce new price/performance would you:

( ) Keep prices the same and handle special situations via special discounts

( ) Change prices

( ) Other \_\_\_\_\_

\_\_\_\_\_



ç22. Who is your toughest display competitor?

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- What is your key advantage?

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- What is his key advantage?

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23. What technology improvements would affect future costs and prices of your products?

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- For the industry in general?

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\*24. Would you send me a copy of your printed terms and conditions?

( ) YES ( ) NO

- Will you send a copy of your printed discount schedule?

( ) YES ( ) NO

(IF RESPONDENT WILL BE MORE WILLING, OFFER TO PAY FEDERAL EXPRESS OR OTHER CHARGES.)





